

1. A computer-implemented method, comprising:  
distributing a first survey;  
receiving responses to the first survey;  
analyzing the responses automatically; and  
5 obtaining a second survey based on the analysis of the  
responses.

2. The method of claim 1, further comprising:  
distributing the second survey;  
10 receiving responses to the second survey;  
analyzing the responses to the second survey  
automatically; and  
obtaining a third survey based on the analysis of the  
responses to the second survey.

3. The method of claim 1, wherein:  
the first survey comprises a general survey; and  
the second survey comprises a specific survey that is  
selected based on the responses to the general survey.

4. The method of claim 1, wherein:  
the first survey comprises a general survey; and

the second survey is obtained by:

selecting sets of questions from a database based  
on the responses to the first survey; and

combining the selected sets of questions to  
5 create the second survey.

5. The method of claim 1, wherein analyzing comprises  
validating the responses.

10 6. The method of claim 1, further comprising:  
determining results of the first survey based on the  
responses; and  
displaying the results of the first survey.

15 7. The method of claim 6, wherein the results of the  
first survey are displayed on a graphical user interface.

8. The method of claim 7, wherein the analysis  
comprises:  
20 identifying information in the responses that  
correlates to predetermined criteria; and  
displaying the information on the graphical user

interface.

9. The method of claim 1, wherein analyzing is performed by computer software without human intervention.

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10. The method of claim 1, wherein:

the first survey is distributed over a computer network to a plurality of respondents; and

the responses are received at a server, which performs  
10 the analysis, over a computer network.

11. The method of claim 1, wherein:

the first survey contains questions, each of the questions being formatted as a computer-readable tag; and

15 the responses comprise replies to the questions, the replies being formatted as part of the computer-readable tag.

12. The method of claim 11, wherein analyzing is  
20 performed using the computer-readable tags.

13. The method of claim 1, further comprising:  
storing a library of survey templates;  
obtaining the first and second surveys using the  
library of templates.

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14. The method of claim 13, wherein the first and  
second surveys are obtained by:  
selecting survey templates; and  
adding information to the selected survey templates  
10 based on a proprietor of the first and second surveys.

15. The method of claim 1, further comprising:  
recommending the second survey based on the responses  
to the first survey;

15 wherein obtaining comprises retrieving the second  
survey in response to selection of the second survey.

16. A graphical user interface (GUI), comprising:  
a first area for selecting an action to perform with  
20 respect to a survey; and  
a second area for displaying information that relates  
to the survey.

17. The GUI of claim 16, wherein:  
the second area displays status information relating  
to a recently-run survey; and

5 the GUI further comprises a third area for displaying  
an analysis of survey results.

18. The GUI of claim 17, wherein the status  
information comprises a date and a completion status of the  
10 recently-run survey.

19. The GUI of claim 17, wherein the analysis of  
survey results includes information indicating a change in  
the results relative to prior survey results.

15 20. The GUI of claim 16, wherein the GUI displays  
plural actions to perform.

21. The GUI of claim 20, wherein one of the actions  
20 comprises displaying a report that relates to the survey.

22. The GUI of claim 21, wherein the report comprises pages displaying information obtained from the survey.

23. The GUI of claim 21, wherein the report comprises  
5 information about a product that is the subject of the survey.

24. The GUI of claim 23, wherein the information  
10 comprises a comparison to competing products.

25. A computer-readable medium that stores executable  
instructions that cause a computer to:  
distribute a first survey;  
receive responses to the first survey;  
15 analyze the responses automatically; and  
obtain a second survey based on the analysis of the  
responses.

26. The computer-readable medium of claim 25, further  
20 comprising instructions that cause the computer to:  
distribute the second survey;  
receive responses to the second survey;

analyze the responses to the second survey  
automatically; and

obtain a third survey based on the analysis of the  
responses to the second survey.

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27. The computer-readable medium of claim 25,  
wherein:

the first survey comprises a general survey; and

the second survey comprises a specific survey that is  
10 selected based on the responses to the general survey.

28. The computer-readable medium of claim 25,  
wherein:

the first survey comprises a general survey; and

15 the second survey is obtained by:

selecting sets of questions from a database based  
on the responses to the first survey; and

combining the selected sets of questions to  
create the second survey.

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29. The computer-readable medium of claim 25, wherein  
analyzing comprises validating the responses.

30. The computer-readable medium of claim 25, further comprising instructions that cause the computer to:

determine results of the first survey based on the  
5 responses; and  
display the results of the first survey.

31. The computer-readable medium of claim 30, wherein the results of the first survey are displayed on a  
10 graphical user interface.

32. The computer-readable medium of claim 31, wherein the analysis comprises:

identifying information in the responses that  
15 correlates to predetermined criteria; and

displaying the information on the graphical user interface.

33. The computer-readable medium of claim 25, wherein  
20 analyzing is performed by computer software without human intervention.



34. The computer-readable medium of claim 25,  
wherein:

the first survey is distributed over a computer  
network to a plurality of respondents; and

5 the responses are received at a server, which performs  
the analysis, over a computer network.

35. The computer-readable medium of claim 25,  
wherein:

10 the first survey contains questions, each of the  
questions being formatted as a computer-readable tag; and

the responses comprise replies to the questions, the  
replies being formatted as part of the computer-readable  
tag.

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36. The computer-readable medium of claim 35, wherein  
analyzing is performed using the computer-readable tags.

37. The computer-readable medium of claim 25, further  
20 comprising instructions that cause the computer to:

store a library of survey templates;

obtain the first and second surveys using the library

of templates.

38. The computer-readable medium of claim 37, wherein the first and second surveys are obtained by:

5        selecting survey templates; and  
      adding information to the selected survey templates based on a proprietor of the first and second surveys.

39. The computer-readable medium of claim 25, further comprising instructions that cause the computer to:

10        recommend the second survey based on the responses to the first survey;

      wherein obtaining comprises retrieving the second survey in response to selection of the second survey.

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40. An apparatus comprising:

a memory that stores executable instructions; and

a processor that executes the instructions to:

      distribute a first survey;

20        receive responses to the first survey;

      analyze the responses automatically; and

      obtain a second survey based on the analysis of

the responses.

41. The apparatus of claim 40, wherein the processor executes instructions to:

5       distribute the second survey;  
      receive responses to the second survey;  
      analyze the responses to the second survey  
automatically; and

10       obtain a third survey based on the analysis of the  
responses to the second survey.

42. The apparatus of claim 40, wherein:

15       the first survey comprises a general survey; and  
      the second survey comprises a specific survey that is  
selected based on the responses to the general survey.

43. The apparatus of claim 40, wherein:

20       the first survey comprises a general survey; and  
      the second survey is obtained by:  
      selecting sets of questions from a database based  
on the responses to the first survey; and  
      combining the selected sets of questions to

create the second survey.

44. The apparatus of claim 40, wherein analyzing comprises validating the responses.

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45. The apparatus of claim 40, wherein the processor executes instructions to:

determine results of the first survey based on the responses; and

10 display the results of the first survey.

46. The apparatus of claim 45, wherein the results of the first survey are displayed on a graphical user interface.

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47. The apparatus of claim 46, wherein the analysis comprises:

identifying information in the responses that correlates to predetermined criteria; and

20 displaying the information on the graphical user interface.

48. The apparatus of claim 40, wherein analyzing is performed by computer software without human intervention.

49. The apparatus of claim 40, wherein:

5 the first survey is distributed over a computer network to a plurality of respondents; and

the responses are received at a server, which performs the analysis, over a computer network.

10 50. The apparatus of claim 40, wherein:

the first survey contains questions, each of the questions being formatted as a computer-readable tag; and

the responses comprise replies to each of the questions, the replies being formatted as the computer-  
15 readable tag.

51. The apparatus of claim 50, wherein analyzing is performed using the computer-readable tags.

20 52. The apparatus of claim 40, wherein the processor executes instructions to:

store a library of survey templates;

obtain the first and second surveys using the library of templates.

53. The apparatus of claim 52, wherein the first and  
5 second surveys are obtained by:

selecting survey templates; and  
adding information to the selected survey templates  
based on a proprietor of the first and second surveys.

10 54. The apparatus of claim 40, wherein:  
the processor executes instructions to recommend the  
second survey based on the responses to the first survey;  
and

obtaining comprises retrieving the second survey in  
15 response to selection of the second survey.

55. A method comprising:  
distributing a first survey;  
receiving responses to the first survey;  
20 analyzing the responses; and  
obtaining a second survey based on the analysis of the  
responses;

wherein distributing and receiving are performed manually via an automated call distribution system and analyzing and obtaining are performed automatically using computer software.

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